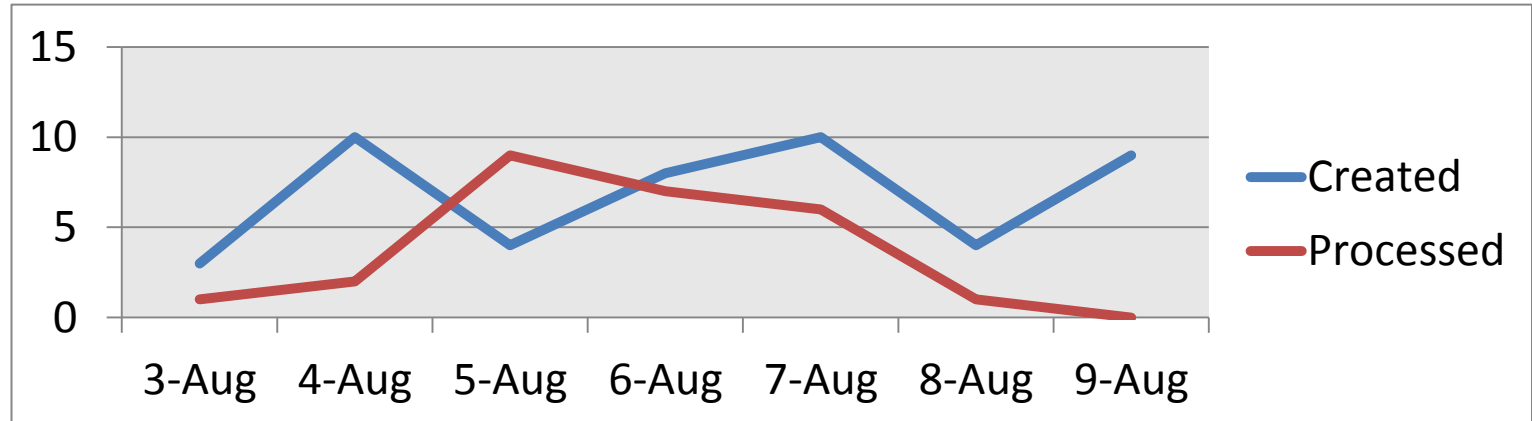


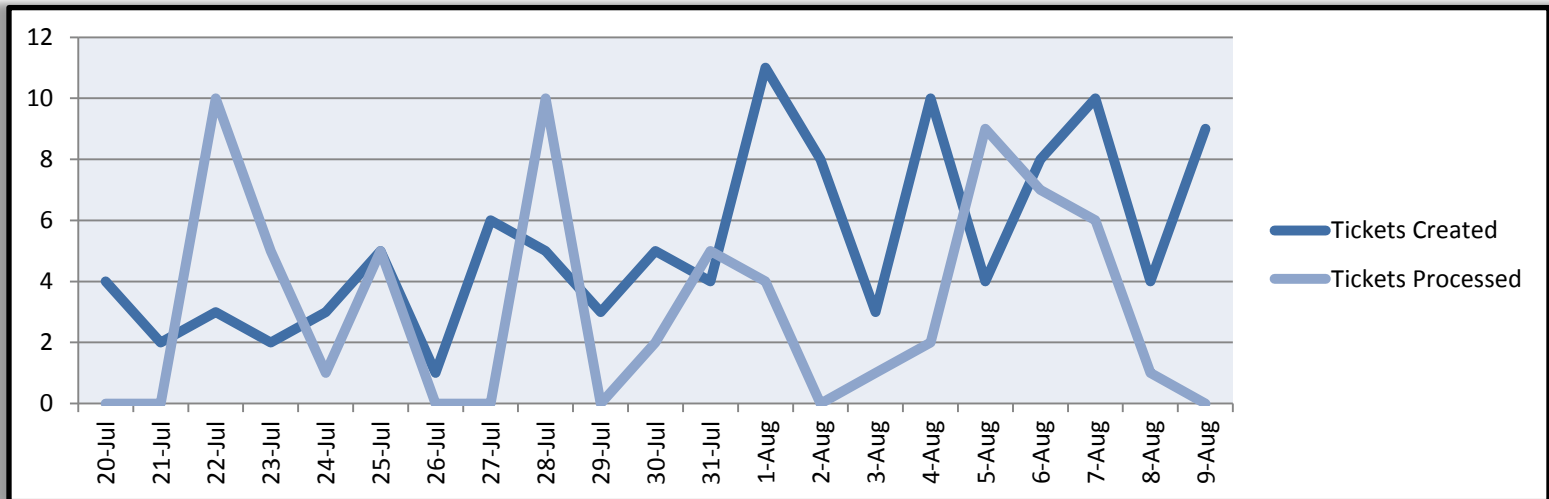
# Support Volumes

This dashboard contains metrics on for Star Wars: Commander, across all platforms, for the week of August 3-9, 2014.

**August 3 – 9, 2014**



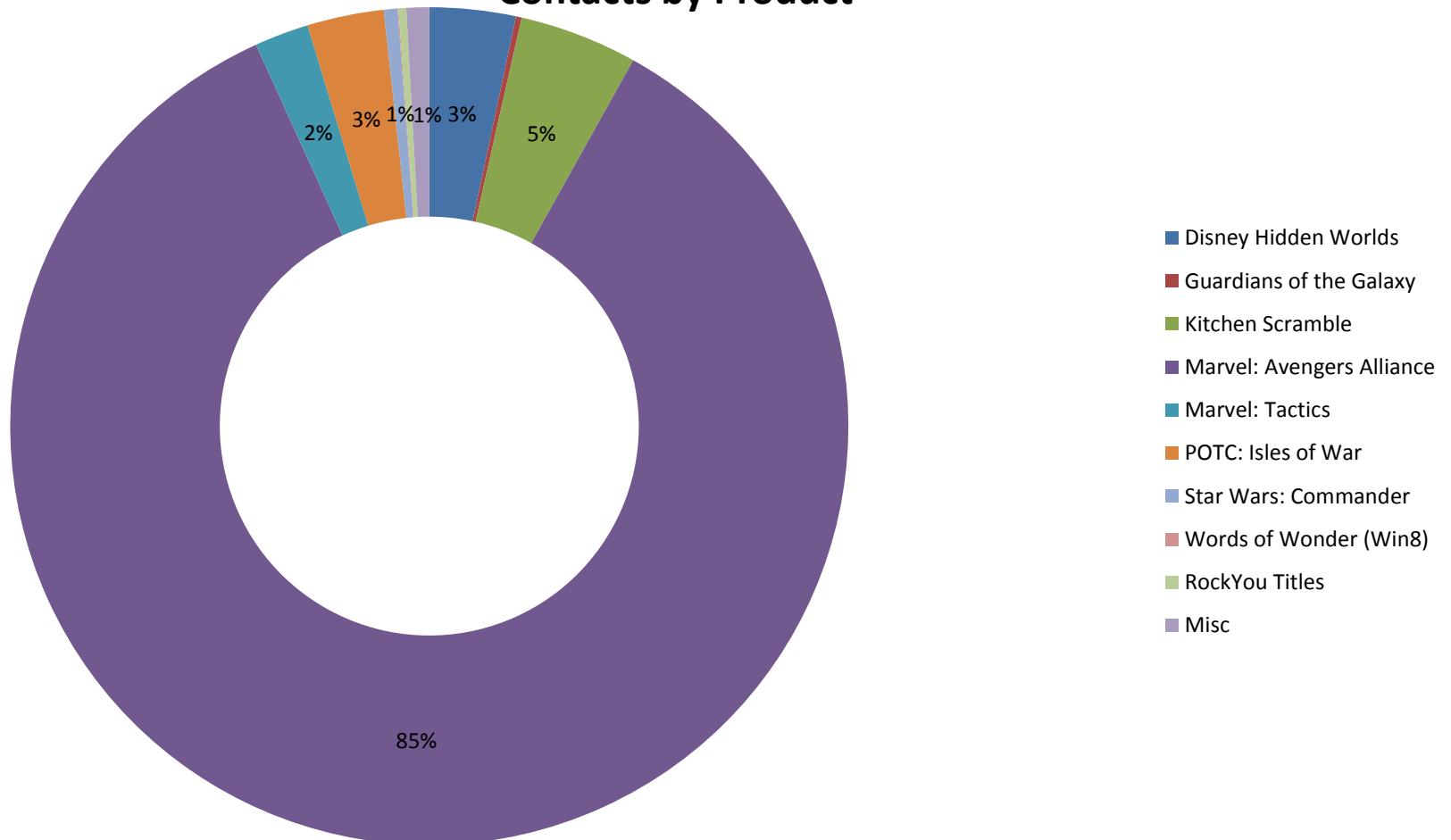
**3 Week Overview**



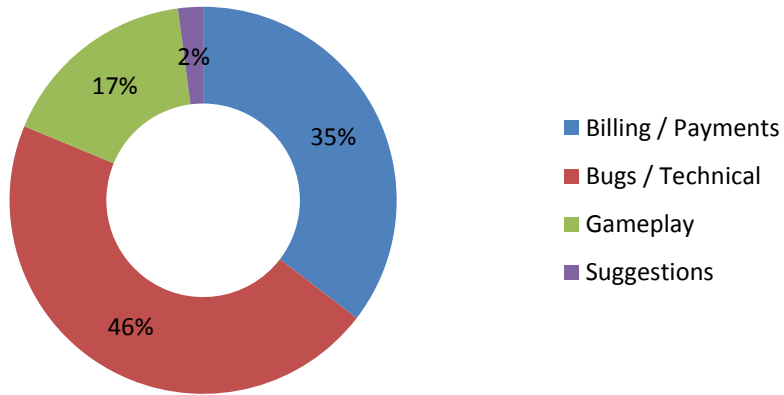
# Support Drivers

This dashboard contains metrics on all Playdom / Disney Social titles for the week of August 3 – 9, 2014  
Star Wars: Commander accounted for 1% of all contacts.

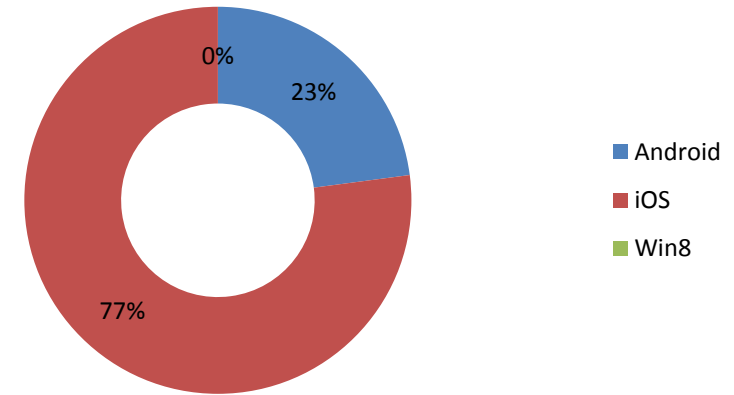
## Contacts by Product



## Category Breakdown



## Platform Breakdown



## Top 10 Categories (across all titles)

Rank	Category	% of Tickets
1	Billing / Payments::Missing Currency	29.17%
2	Bugs / Technical::Missing Items / Progress	18.75%
3	Bugs / Technical	14.58%
4	Gameplay	10.42%
5	Bugs / Technical::Game Not Loading	6.25%
6	Bugs / Technical::Quest Will Not Complete	6.25%
7	Gameplay::Getting Started	6.25%
8	Billing / Payments	2.08%
9	Billing / Payments::Declined Transactions	2.08%
10	Billing / Payments::Refund Request	2.08%

# Star Wars: Commander

*Ratings iOS: 4.5 - Android 3.8*

Our ratings hold steady with the recent completion of a new campaign feature.



## From our iOS Players

**August 11** The idea of choosing sides is AWESOME. --The troops have been well animated and the different sides with their different abilities are really cool.

**August 9** Like it, clash of clans in a galaxy far far away

**August 6** OMG!!! Final you's made a starwars army based game for iPhone, long time waited, very happy.

## From our Android Players

**August 9** It's fun enough, but I've experienced more than a few instances of the game randomly freezing after finishing a mission.

**August 8** like game like the game played for like 4weeks gowing good all the upgrade then a must of delete by miss stake then I started all over

**August 5** Awesome Finally Star Wars version of Clash of Clans, I have been waiting for this. So far it is looking very cool and game play is similar to CoC. But it has an awesome story line. Looks like a winner

# Star Wars: Commander

Month to Date Revenue \$68,000

7/01 to 7/29 2014

## Top Issues

- ▲ Forced Refresh, Crash
- Complaint: Rebels weaker than Alliance
- ▲ Campaign reward Requests

Educating players on improved rebel tactics, how to best utilize Leia's abilities.

Players now directed to Starwars.com

Players are still assisted through Zendesk until World-Wide launch.



# Star Wars: Commander

Month to Date Revenue \$68,000

8/01 to 8/10 2014

SWC iOS: \$46,000

SWC Android: \$10,000

DAU: Approximately 18,000

Android revenue approximately 15% of total

Retention

- Organic 40.1%,
- Paid at 19.9%

The release of the limited time campaign:

- Increased Spender conversion by 17%
- lifted arpdau 9%.

*Want more Game Metrics? See Nina Chai*

